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12/10/82

June 4, 1982

Arco Publishing, Inc.
215 Park Avenue South
New York, N.Y. 10003

Attention: Editor, VIDEO INVADERS

Re: Use of the Trademark DONKEY KONG in Video Invaders by Steve Bloom

Our Reference: NOAM 2 0819

Dear Editor,

We appreciate your fine article on the DONKEY KONG (a trademark of Nintendo of America Inc.) video game in your above-mentioned publication. Please note, however, that the statement on page 181 may be misleading, in that the DONKEY KONG audio-visual work and game is an original creation by Nintendo Co., Ltd., the parent company of Nintendo of America Inc., and there is no connection, authorization, sponsorship, or other association between the DONKEY KONG games and the film classic KING KONG or the producers (or successors) of such film. Hence, it is requested that you delete this passage in any future printings of your book or in any other use of this section of your book.

Also, we note that the gorilla character in Nintendo's game is sometimes referred to in your book as "Kong." The gorilla character in the subject game is called DONKEY KONG and because of the valuable trademark rights involved, we request that your publication be changed in any future printings to refer to the complete character name and trademark DONKEY KONG.

If you have any questions concerning this request, please call me (206-575-8191) at Nintendo of America Inc.

Sincerely yours,

NINTENDO OF AMERICA INC.

Susan Schoenecker

Susan Schoenecker
Customer Service Manager